

## **FIRE PUBLIC INFORMATION OFFICER**

(Promotional Class)

### **DISTINGUISHING FEATURES OF THE CLASS**

This class encompasses a responsible administrative and supervisory position, the primary duties of which include managing the fire department's Office of Public Information. The Fire Public Information Officer assists the fire department administration in developing and implementing an effective public relations program. The employee of this class conducts research in order to evaluate public perception of the department, and recommends programs and projects which will enhance the professional image of the department. The Fire Public Information Officer serves as the department representative to the media; gives talks, lectures, and demonstrations to public and private organizations, and coordinates with and contributes to the department's public fire education programs. The employee of this class supervises the employee in the class of Assistant Fire Public Information Officer, and exercises a high degree of independence under the general supervision of the Fire Chief.

### **EXAMPLES OF WORK**

Examples listed below are illustrative only. They are not intended to include all duties which may be assigned, neither are they intended to exclude other duties which may be logical assignments to this class.

Manages the operations of the Office of Public Information, participates in research and planning for department operations, and recommends management policies, goals, and objectives for consideration by the Fire Chief. Plans and conducts public relations program designed to create and maintain favorable public image of the fire department. Plans and directs the development and communication of information designed to inform the public of department programs, accomplishments, and official position. Reviews existing or proposed legislation, researches implications of such legislation, and formulates position statements for consideration by the Fire Chief.

Supervises subordinate personnel assigned to the Office of Public Information. Holds meetings with subordinates for the purpose of receiving reports and disseminating information. Assigns work schedules and approves leave. Evaluates the work performance of subordinate employees, writes employee evaluation reports, counsels employees who may experience work problems, and maintains discipline by recommending disciplinary action to the appointing authority. Assists subordinates in technical areas or work, and provides necessary training.

Heightens public awareness about fire department operations

through speeches, demonstrations, and distribution of literature. Answers questions, and defines and explains fire department policies and programs. Participates with the department's fire public education program, and informs the public of the necessity and methods of civilian cooperation in fire department work. Acts as department representative to the news media, releasing information and answering questions concerning department operations.

Works with boards, agencies, and other groups whose rules and operations affect the careers of fire department personnel or the work of the fire department. Works with related public agencies such as the Red Cross on special projects. Acts as liaison between fire department and other related agencies to coordinate public relations efforts.

Receives correspondence addressed to the fire department and determines appropriate response. Responds by letter to requests for information or to handle problems. Makes recommendations for responses to complaints against department personnel. Writes news releases, news articles, or other official position papers of the department. Reviews official correspondence prepared by other employees of the department. Writes reports and completes records and forms as needed to document the work of the division.

Responds to alarms and other emergencies as assigned to act as information officer to the news media, and to acts as coordinator between firefighting and other emergency response personnel. May work with the arson investigation personnel in order to relay information to the news media regarding investigations.

Conducts polls and surveys related to fire department services. Organizes and analyzes data gathered through polls and surveys in order to recommend changes in department operations.

Performs any related duties assigned.

#### **QUALIFICATION REQUIREMENTS**

Unless otherwise specified, all requirements must listed below must be met by the filing deadline for application for admission to the test.

Must meet all requirements of the Municipal Fire and Police Civil Service Law, including being a citizen of the United States.

After offer of promotion, but before beginning work in this class, must pass a medical examination prepared and administered by the Appointing Authority, designed to demonstrate good health and physical fitness sufficient to perform the essential duties

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of the position, with or without accommodation.

Must possess a valid driver's license.

Must be a regular and permanent employee in the class of Assistant Fire Public Information Officer.

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